



**POLITICAL ADVERTISING
DISCLOSURE STATEMENT
OF
STATION WBTV AM/FM**

For the period preceding the General Election, 9/9/16 – 11/8/16

**Charlotte, NC
Chester, SC**

This Disclosure Statement is effective for the period from September 9, 2016 and November 8, 2016.

Section 1 INTRODUCTION

We wish to thank you for your interest in purchasing advertising on WBT AM/FM. It is our desire to furnish you complete information concerning our various advertising rates, policies, plans and packages and to assist you in making an informed decision concerning the purchase of advertising on our Station. This Disclosure Statement has been prepared and is being provided to you for that purpose.

Should you have any questions concerning the Disclosure Statement, please let me know. We realize that the purchase of broadcast advertising time may be complex. We will be pleased to respond to your questions and clarify, upon request, the various plans and policies described herein. We encourage you to inquire. All inquiries should be directed to:

Carol Poteat
National Sales Manager/Sales Manager
WBT AM/FM
One Julian Price Place
Charlotte, NC 28208
cpoteat@gmclt.com

Section 2 EQUAL OPPORTUNITY

This station will afford "equal opportunity" within the meaning of the regulations of the Federal Communications Commission (FCC) to all legally qualified candidates for the same office. Orders and continuity instructions are accepted during our regular office hours of Monday through Friday, 8:30 am to 5:30 pm.

Non-discrimination: In the performance of all WBT advertising agreements, Greater Media Charlotte, Inc. requires that each party not discriminate on the basis of race or ethnicity

Section 3 THE LOWEST UNIT CHARGE

It is our policy and practice to extend for the "use" of the Station's facilities by all "legally qualified candidates" during the forty-five (45) day period prior to a primary election and sixty (60) day period prior to a general election (each of which is referred to as the "lowest unit charge period") the "lowest unit charge" that the Station extends to its most favored commercial advertisers for the purchase of the same class and amount of time for the same period.

A "use" is defined as an appearance by the candidate in which the candidate is identified or identifiable, and which occurs during the 45 or 60 day periods prior to the primary or general elections.

A candidate is considered to be "legally qualified" if the candidate satisfies the requirements established for that purpose by the FCC.

Accordingly, advertising which (1) does not include an appearance by the candidate is identified or is identifiable and (2) which is not scheduled to be broadcast during the "lowest unit charge" period does not constitute a "use" with the meaning of the law. Such advertising does not qualify for the "lowest unit charge".

Section 4 REASONABLE ACCESS BY FEDERAL CANDIDATES

Federal law affords candidates for federal office "reasonable access" to use a broadcast Station's facilities. We will afford "legally qualified" federal candidates, i.e., candidates for President, Vice President, U.S. Senate, and U.S. House of Representatives, "reasonable access" for the "use" of our facilities.

Section 5 ACCESS BY NON-FEDERAL CANDIDATES

Candidates for state and local office will be afforded access to the Station's facilities subject to the time demands of federal candidates and our overall advertising availabilities. The Station may find it necessary not to accept or limit the amount and class of advertising by certain for the state and local offices.

Section 6 HOW OUR ADVERTISING IS SOLD

Our advertising rates are negotiated and established on an individual basis with each advertiser, and the rates vary depending on the class of time, overall market conditions, and advertiser demands at the time the order is placed. These demand-driven rates will be extended to all political candidates to whom we sell advertising. The lowest unit rates that follow are a representative sample of the majority of classes of time we offer. Please inquire with other questions.

We offer to all advertisers the following classes of time:

(1) Non Preemptive (2) Preemptive with Notice, and (3) Preemptive without Notice

A description and definition of each class follows.

1. Non Preemptive Or Fixed Announcements: These announcements are broadcast at an agreed upon rate at a specific time or within a specific program. They are the most expensive class of time sold by the Station. These announcements will not be preempted by an advertiser offering a higher rate.

2. Preemptive with Notice: These announcements are subject to preemption only upon prior notice to the advertiser. Preemption with Notice announcements are subordinate to Non Preemptive Announcements. All "Package Plans" offered to advertisers are Preemptive With Notice. At current selling levels, we estimate that this class of time will be preempted approximately Fifty Percent (50%) of the time. The likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed.
3. Preemptive without Notice (100% pre-emptible): These announcements are run during specified or negotiated time periods. They are scheduled at the discretion of the Station and run only if no higher paying advertiser purchases the time period during which they are scheduled. At current selling levels, we estimate that this class of time will be preempted approximately (75%) of the time. The likelihood of preemption is a function of a number of factors including demand and supply. We will, upon request, provide you with a more current estimate of the likelihood of preemption when your order is placed.

Section 7 TIME UNITS AVAILABLE

We sell spot advertising time to candidates in 60 and 30 second units.

Although we do not routinely sell time in units of more than 60 seconds duration, requests by political candidates to purchase longer form program time will be evaluated on a case-by-case basis. We request that you inquire of us if you are interested in purchasing longer form time program time, and we will review with you the availabilities and rates that would be applicable both outside and within the "lowest unit charge" periods.

Federal candidates will be afforded reasonable access to all time units, and all candidates for the same office will be assured equal opportunity in the placement, purchase and amount of time.

Section 8 PREEMPTION PRIORITY FOR THE SAME CLASS OF TIME

In the event our sales orders for the same class of announcements for the same time period should exceed the Station's available inventory, we will, subject to the reasonable access requirements for federal candidates, establish a scheduling priority for the announcements on the following basis.

1. Outside the "lowest unit charge" period priority will be given to the schedule of announcements purchased by the advertiser that has purchased, in aggregate, the largest dollar volume of advertising. In the event two or more advertisers have purchased the same dollar volume, the advertiser whose order was placed first will be afforded priority.
2. During the "lowest unit charge" periods, political advertisements qualifying for the "lowest unit charge" will be afforded scheduling priority with advertisements purchased by the Station's most favored commercial advertisers. In the event that purchase orders of a commercial and political advertiser should be considered equal under these criteria, the candidate whose order was placed first will be afforded priority.

Section 9 MAKE GOOD POLICY

In the event a Preemption with Notice or a Run of Schedule (100% Pre-emptible) announcement is preempted, we will attempt to provide a "make good" announcement in a comparable time period(s) to achieve an audience level comparable to that which might have been estimated or projected by us when the order was placed. In these circumstances, if a suitable make good announcement cannot be broadcast, we will issue a rebate or credit as the advertiser may elect.

Section 10 RATES OUTSIDE THE LOWEST UNIT CHARGE RATE

The rates listed in Attachment A constitute the current charges extended to our regular commercial advertisers for the various classes of time described above. These are the rates that are available to political advertisers outside the "lowest unit charge" periods.

Section 11 CURRENT LOWEST UNIT CHARGE RATE

The rates listed in Attachment B constitute, as of the current date, the "lowest unit charge," rates for the various classes and units of time in the same periods described above. These rates apply during the forty-five (45) day and sixty (60) day "lowest unit charge" period prior to each election. Again, political advertisers should be aware that because our rates are negotiated with each advertiser and rise and fall based upon overall advertiser demand, these rates are subject to change. Moreover, it is not always possible to determine the "lowest unit charge" for any given week until all advertising for that week has been broadcast. Where appropriate, credit or rebates, as the advertiser may elect, will be issued so that the most current information may be furnished to you.

Section 12 CURRENT RATES AND SELLING LEVELS

At the end of each week, we will update the rates quoted above and will, upon request, provide our current rates and current selling levels, (i.e., estimated likelihood of preemption) to each advertiser. We encourage you to inquire of us each week so that the most current information may be furnished to you.

Section 13 AUDIENCE DELIVERY

The Station makes no ratings guarantees, and subsequently offers no rates, rebates or make-goods tied to any kind of audience estimates.

Section 14
PER INQUIRY AND DIRECT RESPONSE RATES

Currently, the Station does not engage in Per Inquiry or Direct Response style advertising except as noted in Attachment C.

Section 15
NON CASH MERCHANDISING AND PROMOTIONAL ADVERTISER INCENTIVES

The Station may offer various non-cash merchandising and promotion incentives to commercial advertisers. There are two instances where these incentives are not available to a political advertiser. (1) where the value of such merchandise is de minim (2) where the non-cash incentive plans or promotion reasonably imply a relationship between the Station and the advertiser.

Attachment C describes the Station's various non-cash incentive plans which are available to political advertisers.

Section 16
POLITICAL ADVERTISING DURING NEWS OR SPORTS PROGRAM

We do not accept political advertisements during network or local news or sports programming.

Section 17
PRODUCTION CHARGES

There is no charge for the production of political advertising. If you are interested in having us produce a political ad, we encourage you to let us know and we will provide you with the time and location information. In order to prevent the appearance that the Station supports or favors any political candidate, we do not allow our on-the-air talent to appear on any political advertising. In-house production must be scheduled in advance and is subject to availability. Commercials must be received by 2pm the day prior to airing. For commercials airing Saturday through Monday, the deadline for receipt of production is 2pm the Friday prior.

Section 18
SEPARATION OF COMPETITIVE POLITICAL ADVERTISEMENTS

The Station's policy is to attempt, where possible, to separate competitive political advertisements. However, that may not always be possible, and the Station does not promise or warrant that competitive announcements will be separated.

Section 19
SPONSORSHIP IDENTIFICATION

All political advertisements must fulfill sponsorship identification requirements established by the FCC. The identification must state that the broadcast is "sponsored, paid for or furnished by" and the

identified person on whose behalf the advertising is purchased. Should a candidate's advertisement not be submitted in sufficient time for a pre-airing review or not contain the proper identification, the Station will add the required material within the announcement. This may result in the content of the advertisement being truncated. The Station, may in its discretion, preamble political advertising with: "The following is a paid political announcement." This may be placed before the content of the announcements and will not be part of the 30 or 60 seconds for which the candidate is paying.

Section 20 ORDERING DEADLINES

The Station's weekday ordering deadline is as follows: Twenty-Four (24) Hours prior to airtime.

The Station's weekend ordering deadline is as follows: Three (3:00) PM Thursday for air the upcoming weekend (Saturday or Sunday.)

The Station's Monday ordering deadline is as follows: 12:00 noon Friday

The Station's regular ordering deadlines may be waived, where appropriate, to provide "equal opportunity" to political candidates or "reasonable access" to federal candidates.

(Note: Payment requirements in Section 25)

Section 21 BROADCAST OF POLITICAL ADS ON ELECTION DAY

It is our policy to accept and broadcast political advertisements on the day of an election.

Section 22 WHO TO CONTACT

Political advertisers interested in ordering time should contact:

Carol Poteat
National Sales Manager/Sales Manager
WBT AM/FM
One Julian Price Place
Charlotte, NC 28208
cpoteat@gmclt.com

Section 23 TAPE SPECIFICATION

To be compatible with the Station's broadcast equipment, tapes must be (1) open reel and (2) recorded at either 7 ½ or 15 IPS (inches per second). We also accept CD, and mp3 sources.

Section 24

TAPE AND COPY DELIVERY

Tape/CD/DAT, mp3 and copy should be delivered to:

WBT AM/FM
Carol Poteat
National Sales Manager/Sales Manager
One Julian Price Place
Charlotte, NC 28208
cpoteat@gmclt.com

Section 25

PAYMENT AND CREDIT POLICY

The Station requires political advertisers to pay for advertising by check within seven (7) days prior to broadcast. The name of the account on which the check is drawn (or memoed if through an agency) should match the name of the person or entity listed on the political agreement form and as stated in the ad's sponsorship ID.

Section 26

STATION'S RIGHT TO RECAPTURE TIME

We reserve the right to cancel or adjust the amount of time sold on the Station to accommodate special programs or advertising preemptions, or because of technical difficulties or labor disputes, or for other reason beyond the control of the Station, or where necessary to enable the Station, pursuant to the Communications Act of 1934, to satisfy the "equal opportunity" requirements of all legally qualified political candidates and the "reasonable access" requirements of all legally qualified federal political candidate. Where such cancellations or modifications are necessary, advertisers will be advised and rebates, credits, schedule changes or other adjustments will be made as may be appropriate.

Section 27

DISCLOSURE STATEMENT IS NOT AN OFFER TO SELL

This Disclosure Statement does not constitute an offer to sell time, nor is it a contract; rather it is a statement of the policies which this Station, in good faith, attempts to follow in connection with the sale and placement of political broadcast advertising. The terms of any actual sales of time are contained in our sales contracts and none of the matters contained in the Disclosure Statement are incorporated by reference in the sale contract.

Section 28

FURTHER INFORMATION

We will be pleased to provide, upon request, further information about our rates, advertising policies, advertising packages, and advertising plans. We encourage prospective political advertisers to inquire. It is our desire to furnish all appropriate information to those interested in purchasing political advertising on the Station to assist you in communication your message with in our service area.

Attachment A
WBT AM/FM :60 and :30 Rates
Outside the Political Window

WBT AM/FM	Program	Non Pre-emptible :60 Rates	Non Pre-emptible :30 Rates
M-F 5a-6a	Early Morning News	100	75
M-F 6a-9a	Charlotte's Morning News	295	220
M-F 9a-12n	Keith Larson	180	135
M-F 12n-3p	Rush Limbaugh	375	285
M-F 3p-6p	John Hancock	250	185
M-F 6p-7p	Mark Garrison	195	150
M-F 7p-10p	Dave Ramsey	125	95
M-F 10p-1a	Meghan McCain	50	35
M-F 1a-5a	Coast to Coast	35	27
SA-SU 6a-7p	Various	100	115

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Attachment B
WBT AM/FM – :60 Second Rates
Inside the Political Window
9/9/16 through 11/8/16

Rates Inside the window (:60 second)				
WBT AM/FM	Program	Non Pre-emptible	Pre-emptible with notice	Pre-emptible Without notice
M-F 5a-6a	CMN - early news	75	50	35
M-F 6a-9a	Charlotte's Morning News	240	160	110
M-F 9a-12n	Keith Larson	195	130	85
M-F 12n-3p	Rush Limbaugh	240	160	110
M-F 3p-6p	John Hancock	225	150	100
M-F 6p-7p	Mark Garrison	125	85	50
M-F 7p-10p	Dave Ramsey	90	50	30
M-F 10p-1a	Meghan McCain	35	25	15
M-F 1a-5a	Coast to Coast	35	25	15
Sa 6a-7p	Various	35	25	15
Su 6a-7p	Various	30	20	15

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Attachment C
WBT AM/FM - :30 Second Rates
Inside the Political Window
9/9/16 through 11/8/16

Rates Inside the window (:30 second)				
WBT AM/FM	Program	Non Pre-emptible	Pre-emptible with notice	Pre-emptible Without notice
M-F 5a-6a	CMN - early news	65	45	30
M-F 6a-9a	Charlotte's Morning News	185	130	100
M-F 9a-12n	Keith Larson	150	110	80
M-F 12n-3p	Rush Limbaugh	200	140	110
M-F 3p-6p	John Hancock	170	115	100
M-F 6p-7p	Mark Garrison	90	60	40
M-F 7p-10p	Dave Ramsey	90	50	30
M-F 10p-1a	Meghan McCain	20	15	10
M-F 1a-5a	Coast to Coast	20	15	10
Sa 6a-7p	Various	20	15	10
Su 6a-7p	Various	20	15	10

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Attachment D – Per Inquiry Advertising

It is the policy of this station to accept per inquiry advertising when a mutually agreeable system is in place to monitor direct response. Currently, we accept per inquiry advertising when a single response is recognized with a payment to the station.

It is customary to have an independent party act as the auditor of the response credited to the station. It is the policy of this station to require that the cost of auditing response call is borne by the advertiser.

For further information on per inquiry advertising and its application to your needs, please contact:

Carol Poteat
National Sales Manager/Sales Manager
WBT AM/FM
One Julian Price Place
Charlotte, NC 28208
cpoteat@gmclt.com